

Distribution with Sell Methods

Second Cycle Studies Course Programme					
1.	Course Title	Distribution with Sell Methods			
2.	Code	MKT 545			
3.	Study programme	Marketing			
4.	Organizer of the study programme (university unit i.e. institute, chair, department)	Ss. Cyril and Methodius University in Skopje Faculty of Economics- Skopje Chair of Marketing			
5.	Level (first, second, third cycle)	Second Cycle Studies			
6.	Academic year / semester	2022-2023/ second (summer)	7.	Number of ECTS credits	6
8.	Professor	Prof. Snezana Ristevska-Jovanovsa, PhD			
9.	Preconditions for enrolment	Completed first cycle of studies with obtained minimum of 240 credits			
10.	Course Competencies and Student Learning Objectives: Presentation of market elements and market institutions with a focus on its influence on the turnover; knowledge of the factors that influence trade development, knowledge of the holders of trade activity; knowledge of issues related to costs, margins - rebates and the formation of the retail price; formulation and conduct of trade policy, practical knowledge of trade operations techniques: procurement, warehousing, sales and transport operations, etc.				
11.	Course content: <ol style="list-style-type: none"> 1. Aspects and factors of trade development 2. Holders and organizational turnover forms 3. Costs, margins, rebates and prices 4. Techniques of (internal) trading 5. Sales process and sales methods 6. Sales strategies and tactics 7. Trade policy 				
12.	Learning methods: Interactive lectures with power point presentations, design of films and videos, guest lecturer, teamwork project assignments - presentations of examples from practice, consultative teaching, seminars				
13.	Total hours	6 ECTS x 30 classes = 180 classes			
14.	Allocation of hours per activity	24+16+40+10+90 = 180 classes			
15.	Types of teaching activities	15.1.	Lectures-theoretical classes	24 classes	
		15.2.	Exercises (laboratory, auditory), seminars, teamwork	16 classes	
		15.3.	Project assignments	40 classes	
16.	Other types of activities	16.1.	Individual assignments	10 classes	
		16.2.	Home-study	90 classes	
17.	Grading method	60+30+10 = 100 points			
	17.1.	Test	60 points		
	17.2.	Seminar paper / project (presentation: written and oral)	30 points		
	17.3.	Activity and participation	10 points		
18.	Grading scale	Less than 50 points		5 (five) (F)	
		From 51 to 60 points		6 (six) (E)	
		From 61 to 70 points		7 (seven) (D)	
		From 71 to 80 points		8 (eight) (C)	
		From 81 to 90 points		9 (nine) (B)	
		From 91 to 100 points		10 (ten) (A)	
19.	Preconditions for taking the final exam	Realized activities from 15 and 16			
20.	Language	Macedonian/English			
21.	Evaluation method	Internal evaluation and survey			
22.	Literature				
	22.1.	Compulsory literature			

No.	Author	Title	Publisher	Year
1.	Снежана Ристевска Јовановска; Б.Јаќовски	Внатрешна трговија	Економски факултет, Скопје,	2014
22.2. Additional literature				
No.	Author	Title	Publisher	Year
1.	Patrick M.	Retailing	Dunne, , Thomson Learning Hoboken	2005
2.	Michail Levy, Barton A. Weitz	Retailing management	Richard D. IRWIN	1992
3.	Weitz A.Barton, Castleberry B.Stephen, Turner F.John	Selling-bilding partnerships	IRWIN, Boston, USA	1992

